	Beginning		Developing		Advanced
Content Does your engagement with and contribution to the scholarly conversation, your argument, your evidence, and/or your analysis demonstrate sophistication, depth, and thoughtfulness, and reflection?	Involves an unspecified or confusing argument; lacks appropriate evidence; lacks Ignores two or more key aspects of the rhetorical situation	Makes an overly general argument; has weak or contradictory evidence Ignores at least one key aspect of the rhetorical situation, consequently compromising effectiveness	Lacks a unified argument; lacks significance ("so what?"); lacks sufficient analysis Insufficiently or inappropriately attempts to respond to all aspects of the rhetorical situation	Offers a unified position with predictable evidence and analysis Addresses the situation in a perfunctory or predictable way	Offers an inventive, unified, distinct position with precise and compelling evidence and analysis Addresses the situation in a complete and sophisticated manner and provides unexpected insight
Higher-Order Concerns Does your artifact demonstrate unity of structure and coherence on the argument-, paragraph-, and sentence-level? Does it include appropriate introductions and conclusions? Does it deploy logical connections between key ideas and respond to the purpose, audience, register, and context?	Constituent parts of the product appear to be connected to one another; coherence has been disregarded	Uses insufficient unifying statements; uses few effective connections	Uses some effective unifying claims, but a few are unclear; makes connections weakly or inconsistently	States unifying claims with supporting points that relate clearly to the overall argument and employs an effective but mechanical scheme	Asserts and sustains a sophisticated claim that develops progressively and adapts typical organizational schemes for the context, achieving substantive coherence
Lower-Order Concerns Do you demonstrate a sophisticated understanding of the conventions of grammar, mechanics, citation, and formatting?	Involves a major pattern of errors	Involves some distracting errors	Meets expectations, with minor errors	Exceeds expectations in a virtually flawless manner	Manipulates expectations in ways that advance the argument
Conventions Do you incorporate features necessary for the assignment's genre and mode? For a persuasive essay, that means characteristics like a thesis, evidence, they say/I say rhetorical patterns, formal scholarly tone, etc. For anything published digitally, that means hyperlinks, thoughtful font selection, purposeful layout and organization of images, sound, video, etc.	Lacks features necessary for the genre or uses features that **hinder** the purpose or argument of the assignment Neglects significant affordances, such as linking on the web	Omits some important features necessary for the genre or uses features that **don't support** the purpose or argument of the assignment Involves distracting inconsistencies in features (e.g., type and headings)	Includes expected features that support the purpose or argument of the assignment Involves minor omissions of affordances and/or includes affordances inconsistently	Supports the argument or purpose of the assignment with features that are generally suited to genre and content Promotes engagement and supports the argument with features that efficiently use affordances	Persuades or achieves the purpose of the assignment with careful, seamless integration of features and content Includes new or creative affordances or incorporates expected affordances in an innovative way

Comments:

3 HOCs:

3 LOCs: